## REMARKS

Claims 1, 13 and 15 have been amended. Applicants reserve the right to pursue the original claims and other claims in this application and in other applications.

In the Final Rejection, claims 1, 5-7 and 10-13 stand rejected under 35 U.S.C. §102(e) as being anticipated by U.S. Patent No. 6,329,986 to Cheng. This rejection is respectfully traversed.

Claim 1 recites an information display method for displaying information about a plurality of users comprising the step of "displaying at least one graphical model within a virtual space on the terminal of said specific user, each of said at least one graphical model being associated with a respective one of said plurality of users and including at least one graphical figure representing an item of interest and being associated with an interest level of said respective one user in the item." According to claim 1, the display of said model is "responsive to registration information of said respective one user and to registration information of said specific user, and the display of each of said at least one figure [is] responsive to a comparison of registration information of said respective one user relating to said interest level in said item and registration information of said specific user relating to said interest level in said item."

Applicants respectfully submit that Cheng fails to disclose or suggest a graphical model having at least one graphical figure "representing an item of interest" and which is associated with a user's interest level in the item. In Cheng, the graphical figures are either avatars representing the user or non-avatars representing the virtual environment. Applicants respectfully submit that Cheng's avatars and non-avatars do not represent items of interest to any of the users in the Cheng system. Moreover, claim 1 recites that the "display of each of said at least one figure [is] responsive to a

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comparison of registration information of said respective one user relating to said interest level in said item and registration information of said specific user relating to said interest level in said item." Although Cheng discloses a system that comprises a priority component, Cheng fails to disclose, teach or suggest displaying a separate graphical figure with a graphical model, wherein the displaying occurs based on a comparison of different users' levels of interest in the item. These features are simply not shown in or suggested by Cheng.

As argued previously, the "non-avatar object" of Cheng, relied on by the Office Action as disclosing the prior graphical figure limitation, is not displayed in response to registration information of the user. Absent this teaching, the non-avatar object cannot be displayed in response to a comparison of interest levels/registration information of more than one user. Accordingly, the rejection should be withdrawn and claim 1 allowed.

Claims 5-12 depend from independent claim 1 and are allowable along with claim 1. Claim 13 recites similar limitations as claim 1 and is allowable along with claim 1 for at least the reasons set forth above and on its own merits. For at least these reasons, Applicants respectfully request that the rejection of claims 1, 5-7 and 10-13 be withdrawn and the claims allowed.

Claims 8, 9 and 15 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Cheng in view of Farmer (U.S. Patent No. 6,476,830). The rejection is respectfully traversed.

Claims 8 and 9 depend from claim 1 and should be allowable over Cheng for at least the reasons discussed above. Farmer is relied upon for disclosing virtual sales activities and adds nothing to rectify the deficiencies of Cheng. Accordingly, claims 8

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and 9 are believed to be allowable over the combination of Cheng and Farmer for the reasons set forth above.

Claim 15 recites a game method for communicating via a network with a virtual character presented by a server. According to claim 15, the method comprises "preparing parameters of each of a plurality of users communicating with the virtual character, wherein the parameters about each user includes a file for describing a graphical model having at least one graphical figure of an item of interest in place of each user within a virtual space shared by the plurality of users, and the virtual space where the model corresponding to each user exists is displayed at the terminal of the user, and wherein the parameters about each user includes an interest level of each user in the item, the display of said at least one figure being responsive to parameters of said user relating to said interest level in said at least one item."
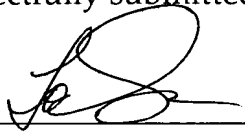
As discussed in detail above, Cheng and Farmer fail to disclose or suggest the display of at least one graphical figure of an item of interest. Absent this teaching, the cited combination cannot teach or suggest the displaying of "at least one graphical figure of an item of interest in place of each user within a virtual space" as is recited in claim 15. The substitution of a player's model with a graphical figure of an item of interest is not shown in the cited combination. Accordingly, claim 15 is allowable over the cited combination.

For at least these reasons, Applicants respectfully request that the rejection of claims 8, 9 and 15 be withdrawn and the claims allowed.

In view of the above amendment, Applicants believe the pending application is in condition for allowance.

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Respectfully submitted,

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